



WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

CONTRACT

Contract / Revision		Alt Order #
566057 /		07893879
<u>Product</u>		
OBAMA/P/D SKED A		
Contract Dates	Estimate #	
10/02/12 - 10/08/12	//1537	
Advertiser	<u>Original Date / Revision</u>	
Obama/D/President	08/03/12 / 08/03/12	
<u>Billing Cycle</u>	<u>Billing Calendar</u>	<u>Cash/Trade</u>
EOM/EOC	Broadcast	Cash
Station	Account Executive	Sales Office
WTKR	Jamie Andrus	Washington, D.C.
<u>Special Handling</u>		
<u>Demographic</u>		
Adults 35+		
IDB#	Advertiser Code	Product Code
8020		
Agency Ref	Advertiser Ref	

And:

GMMB/Greer Margolis Mitchell & Burns
1010 Wisconsin Avenue
Suite 800
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Totals	
										Type	Spots
N 2 3	10	08/12	10/08/12	Let's Make A Deal 9am	9-10am		:30			NM	2
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week: 10/08/12	10/14/12	M-----						2	\$245.00		
N 3 3	10	08/12	10/08/12	Price Is Right	11am-12n		:30			NM	2
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week: 10/08/12	10/14/12	M-----						2	\$295.00		
N 4 3	10	02/12	10/05/12	Price Is Right	11am-12n		:30			NM	8
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week: 10/01/12	10/07/12	-TWTF--						8	\$295.00		
N 5 3	10	02/12	10/05/12	Newschannel 3 News	12n-1230pm		:30			NM	4
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week: 10/01/12	10/07/12	-TWTF--						4	\$210.00		
N 6 3	10	08/12	10/08/12	Newschannel 3 News	12n-1230pm		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week: 10/08/12	10/14/12	M-----						1	\$210.00		
N 7 3	10	08/12	10/08/12	CBS Daytime	1228-3pm		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week: 10/08/12	10/14/12	M-----						1	\$210.00		
N 8 3	10	02/12	10/05/12	CBS Daytime	1228-3pm		:30			NM	4
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week: 10/01/12	10/07/12	-TWTF--						4	\$210.00		
V 9 3	10	02/12	10/05/12	Ellen Degeneres 3pm	3-4pm		:30			NM	8
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week: 10/01/12	10/07/12	-TWTF--						8	\$140.00		
V 10 3	10	08/12	10/08/12	Ellen Degeneres 3pm	3-4pm		:30			NM	2
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week: 10/08/12	10/14/12	M-----						2	\$140.00		
V 11 3	10	08/12	10/08/12	NewsChannel 3 News	5-6am		:30			NM	2
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week: 10/08/12	10/14/12	M-----						2	\$165.00		
V 12 3	10	02/12	10/05/12	NewsChannel 3 News	5-6am		:30			NM	8
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week: 10/01/12	10/07/12	-TWTF--						8	\$165.00		

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10/02/12 - 10/08/12	OBAMA/P/D SKED A	//1537
Advertiser	Original Date / Revision	
Obama/D/President	08/03/12 / 08/03/12	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Totals	
										Type	Spots
		Start Date	End Date	Weekdays							Amount
N 13 3		10/02/12	10/05/12	Newschannel 3 News	6-7am		:30			NM	8 \$1,760.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week:	10/01/12	10/07/12	-TWTF--					8	\$220.00		
N 14 3		10/08/12	10/08/12	Newschannel 3 News	6-7am		:30			NM	2 \$440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week:	10/08/12	10/14/12	M-----					2	\$220.00		
N 15 3		10/08/12	10/08/12	CBS This Morning	7-9a		:30			NM	2 \$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week:	10/08/12	10/14/12	M-----					2	\$140.00		
N 16 3		10/02/12	10/05/12	CBS This Morning	7-9a		:30			NM	13 \$1,820.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week:	10/01/12	10/07/12	-TWTF--					13	\$140.00		
N 17 3		10/06/12	10/06/12	Early Show Saturday	9-11am		:30			NM	1 \$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week:	10/01/12	10/07/12	-----5-					1	\$70.00		
N 18 3		10/07/12	10/07/12	CBS Sunday Morning	9-1030am		:30			NM	1 \$245.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week:	10/01/12	10/07/12	-----S					1	\$245.00		
N 19 3		10/07/12	10/07/12	Face the Nation	1030-11am		:30			NM	1 \$295.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week:	10/01/12	10/07/12	-----S					1	\$295.00		
N 20 3		10/02/12	10/05/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	4 \$660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week:	10/01/12	10/07/12	-TWTF--					4	\$165.00		
N 21 3		10/08/12	10/08/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	1 \$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week:	10/08/12	10/14/12	M-----					1	\$165.00		
N 22 3		10/08/12	10/08/12	Newschannel 3 News	5-530pm		:30			NM	1 \$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week:	10/08/12	10/14/12	M-----					1	\$210.00		
N 23 3		10/02/12	10/05/12	Newschannel 3 News	5-530pm		:30			NM	4 \$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week:	10/01/12	10/07/12	-TWTF--					4	\$210.00		
N 24 3		10/02/12	10/05/12	Newschannel 3 News	530-6pm		:30			NM	4 \$980.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week:	10/01/12	10/07/12	-TWTF--					4	\$245.00		
N 25 3		10/08/12	10/08/12	Newschannel 3 News	530-6pm		:30			NM	1 \$245.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week:	10/08/12	10/14/12	M-----					1	\$245.00		
N 26 3		10/08/12	10/08/12	Newschannel 3 News	6-630pm		:30			NM	1 \$310.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week:	10/08/12	10/14/12	M-----					1	\$310.00		
N 27 3		10/02/12	10/05/12	Newschannel 3 News	6-630pm		:30			NM	4 \$1,240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week:	10/01/12	10/07/12	-TWTF--					4	\$310.00		
N 28 3		10/02/12	10/05/12	Late Night with David Letterman	1135pm-1237am		:30			NM	4 \$660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week:	10/01/12	10/07/12	-TWTF--					4	\$165.00		
N 29 3		10/08/12	10/08/12	Late Night with David Letterman	1135pm-1237am		:30			NM	1 \$165.00

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Contract / Revision 566057 /	Alt Order # 07893879
Contract Dates 10/02/12 - 10/08/12	Product OBAMA/P/D SKED A
Advertiser Obama/D/President	Original Date / Revision 08/03/12 / 08/03/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Totals	
										Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/08/12	10/14/12	M-----				1	\$165.00		
N 30 3	10	10/08/12	10/08/12	Late News (M-F)	11-1135p		:30			NM	1 \$395.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/08/12	10/14/12	M-----				1	\$395.00		
N 31 3	10	10/02/12	10/05/12	Late News (M-F)	11-1135p		:30			NM	4 \$1,580.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/01/12	10/07/12	-TWTF--				4	\$395.00		
N 32 3	10	10/06/12	10/07/12	Late News (Sa-Su)	11-1135p		:30			NM	2 \$590.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/01/12	10/07/12	----SS				2	\$295.00		
N 33 3	10	10/02/12	10/05/12	7-730pm	7-730pm		:30			NM	4 \$1,020.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/01/12	10/07/12	-TWTF--				4	\$255.00		
N 34 3	10	10/08/12	10/08/12	7-730pm	7-730pm		:30			NM	1 \$255.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/08/12	10/14/12	M-----				1	\$255.00		
N 35 3	10	10/08/12	10/08/12	730-8pm	730-8pm		:30			NM	1 \$255.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/08/12	10/14/12	M-----				1	\$255.00		
N 36 3	10	10/02/12	10/05/12	730-8pm	730-8pm		:30			NM	4 \$1,020.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/01/12	10/07/12	-TWTF--				4	\$255.00		
N 37 3	10	10/06/12	10/06/12	730-8pm	730-8pm		:30			NM	1 \$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/01/12	10/07/12	----S-				1	\$70.00		
N 38 3	10	10/03/12	10/03/12	Wednesday Prime	10-11pm		:30			NM	1 \$1,765.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/01/12	10/07/12	--W----				1	\$1,765.00		
N 39 3	10	10/06/12	10/06/12	Saturday Prime	10-11pm		:30			NM	1 \$455.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/01/12	10/07/12	----S-				1	\$455.00		
N 40 3	10	10/07/12	10/07/12	Sunday Prime	7-8pm		:30			NM	1 \$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/01/12	10/07/12	----S				1	\$2,100.00		
N 41 3	10	10/06/12	10/07/12	NCAA Football	330-7p		:30			NM	4 \$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/01/12	10/07/12	----S-				4	\$1,500.00		

Totals 120 \$34,480.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/08/12	120	\$34,480.00	\$29,308.00
Totals	120	\$34,480.00	\$29,308.00

Signature: _____ Date: _____

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